

# THE UNIVERSITY OF CHICAGO

of:

venue;

node; and

and the respective access node.

offered to potential customers.

supplier data identifying the suppliers.

displaying on the terminal product data identifying the products.

selecting categories of the suppliers prior to displaying the supplier data.

6. The method of claim 2, wherein the transactions are products offered for sale, and wherein the delivering step includes the step of recommending a product to the respective user based on the proximity of the respective user to the product being recommended.

7. The method of claim 6; and further comprising the step of accessing a customer database in which user shopping profiles are stored, and the step of recommending is performed by recommending the product based on the shopping profile of the respective user.

8. The method of claim 1, wherein the wireless communication is performed at radio frequency.

9. A method of recommending transactions to potential customers in a venue in which the transactions are offered, comprising the steps of:

a) positioning access nodes of a local area network throughout the venue;

b) advising the network of a location of each customer by enabling wireless communication between a portable terminal carried by a respective customer and a respective access node; and

c) delivering, to the terminal, a recommendation relating to a respective transaction offered in proximity to the respective customer, by enabling wireless communication between the terminal and the respective access node.

10. The method of claim 9, wherein the transactions are products offered for sale by suppliers, and wherein the delivering step includes the step of displaying on the terminal supplier data identifying the suppliers.

11. The method of claim 10, wherein the delivering step includes the step of displaying on the terminal product data identifying the products.

12. The method of claim 10, wherein the delivering step includes the step of selecting categories of the suppliers prior to displaying the supplier data.

13. The method of claim 9; and further comprising the step of accessing a customer database in which customer shopping profiles are stored, and the step of recommending is performed by recommending the product based on the shopping profile of the respective customer.

14. A method of directing potential customers to suppliers of transactions in a venue, comprising the steps of:

a) positioning access nodes of a local area network throughout the venue, one of the nodes being located in a common area of the venue;

b) advising the network of a presence of each customer in the common area by enabling wireless communication between a portable terminal carried by a respective customer and said one of the nodes; and

c) delivering, to the terminal, supplier data identifying the suppliers by enabling wireless communication between the terminal and said one of the nodes.

15. An arrangement for providing information to users in a venue, comprising:

a) a local area network having a plurality of access nodes spaced apart of one another throughout the venue;

b) a portable terminal supported by a respective user and having a wireless transceiver for enabling wireless communication between the terminal and a respective access node in proximity to the respective user; and

c) a display on the terminal for displaying data relevant to the respective user in proximity to the respective access node.

16. The arrangement of claim 15, wherein the network includes a supplier database for storing identities of suppliers of transactions offered throughout the venue, and wherein the display shows the identities of the suppliers.

17. The arrangement of claim 16, wherein the network includes a product database for storing product data of products offered in the transactions, and wherein the display shows the product data identifying the products.

18. The arrangement of claim 17, wherein the display displays the data as a recommendation of a product in proximity to the respective user.

19. The arrangement of claim 18, wherein the network includes a customer database for storing customer shopping profiles, and wherein the network displays the recommendation based on the shopping profile of the respective user.

20. An arrangement for recommending transactions to potential customers in a venue in which the transactions are offered, comprising:

a) a local area network having a plurality of access nodes spaced apart of one another throughout the venue;

b) a portable terminal carried by a respective customer and having a wireless transceiver for enabling wireless communication between the terminal and a respective access node; and

c) a display on the terminal for displaying a recommendation relating to a respective transaction offered in proximity to the respective customer.